In the claims:

1. (currently amended)   A video data scheduling system comprising:

a computer storage unit ~~for storing~~ **configured to store** digital video data representative

of video information, said digital video data including content data regarding the content of the

video information, and context data regarding a scheduling context in which said video

information is desired to be presented;

a plurality of digital projector assemblies coupled to said computer storage unit;

schedule input means ~~for receiving~~ **configured to receive** show schedule information

including a plurality of start times and locations at which each of a plurality of shows are

scheduled to begin;

schedule means ~~for accessing~~ **configured to access** a subset of said content data in said

computer storage unit responsive to said context data and said show schedule information;

production means ~~for assembling~~ **configured to assemble** presentation data including a

subset of said content data, said presentation data being associated with a first show; and

a first digital projector assembly of said plurality of digital projector assemblies ~~for~~

~~presenting~~ **configured to present** said presentation data such that said subset of said content

data will be shown prior to a first start time associated with said first show at said first digital

projector assembly.

2. (original)   The video data scheduling system as claimed in claim 1, wherein said

presentation data includes data representative of the length of time that said subset of content

data will run.

3. (currently amended)   The video data scheduling system as claimed in claim 1, wherein said system further includes request receiving means ~~for receiving~~ **configured to receive** a job schedule request for the presentation of requested video information, and said digital content data is selected responsive to said job schedule request and assembled for presentation by said production means.

4. (currently amended)   The video data scheduling system as claimed in claim 1, wherein said system further includes job approval means ~~for receiving~~ **configured to receive** data representative of whether said job schedule request is approved.

5. (currently amended)   A video data scheduling system comprising:

a computer storage unit ~~for storing~~ **configured to store** digital video data representative of video information, said digital video data including content data regarding the content of the video information, and context data regarding a scheduling context in which said video information is desired to be presented;

a plurality of digital projector assemblies coupled to said computer storage unit;

schedule input means ~~for receiving~~ **configured to receive** show schedule information including a plurality of start times and locations at which each of a plurality of shows are scheduled to begin at each of said pluralities of digital projector assemblies;

schedule means ~~for accessing~~ **configured to access** a subset of said content data in said computer storage unit responsive to said context data and said show schedule information;

production means ~~for assembling~~ **configured to assemble** first presentation data including a first subset of said content data and being associated with a first show, and ~~for~~

3

~~assembling~~ **configured to assemble** second presentation data including a second subset of said content data and being associated with a second show; and

projector control means ~~for presenting~~ **configured to present** said first presentation data using said first projector assembly such that said first subset of content data will be shown prior to a first start time associated with said first show, and ~~for presenting~~ **configured to present** said second presentation data using said second projector assembly such that said second subset of content data will be shown prior to a second start time associated with said second show.

6. (original)   The video data scheduling system as claimed in claim 5, wherein said first presentation data includes data representative of a length of time that said first subset of content data will run.

7. (original)   The video data scheduling system as claimed in claim 5, wherein said first presentation data includes a plurality of subsets of said content data, each said subset of content data is associated with a job schedule request, and each said job schedule request is associated with at least one attribute of said first show.

8. (currently amended)   A video data scheduling system comprising:

a plurality of digital projector assemblies coupled to a computer storage unit;

schedule input means ~~for receiving~~ **configured to receive** show schedule information including a plurality of start times and locations at which each of a plurality of shows are scheduled to begin at each of said pluralities of digital projector assemblies;

job request means ~~for receiving~~ **configured to receive** a plurality of job requests, each job request including content data and context data that is stored in said computer storage unit;

4

schedule means ~~for accessing~~ <u>**configured to access**</u> a subset of said content data in said computer storage unit responsive to a subset of said context data and said show schedule information;

production means ~~for assembling~~ <u>**configured to assemble**</u> first presentation data including a first plurality of subsets of said content data and being associated with a first show, and ~~for assembling~~ <u>**configured to assemble**</u> second presentation data including a second plurality of subsets of said content data and being associated with a second show; and

projector control means ~~for presenting~~ <u>**configured to present**</u> said first presentation data using said first projector assembly such that said first plurality of subsets of content data will be shown prior to a first start time associated with said first show, and ~~for presenting~~ <u>**configured to present**</u> said second presentation data using said second projector assembly such that said second plurality of subsets of content data will be shown prior to a second start time associated with said second show.